[TITLE]

METHOD FOR TRANSMITTING AN ADVERTISEMENT BASED ON FILTERING

[ABSTRACT]

The present invention relates to an advertisement providing service based on the communication technology, particularly, a method for transmitting an advertisement of transmitting a necessary advertisement to a user by applying many filtering factors to a lot of advertisements which exist in a communication space. The present invention comprises the steps of observing the pattern of the specified user viewing advertisements; setting factor values of a plurality of filtering factors based on the observed pattern; setting a filtering condition for the use by combining the set filtering factors by multiplication or addition of a logic operation; comparing collected advertisements with the set filtering conditions; when the collected specific advertisement corresponds to the filtering condition, transmitting the corresponding advertisement to the terminal of the user. Through the processes, the present invention enables to prevent the service wanted by the user from being cut due to congestion of advertisements.

[Brief Explanation of the Drawings]

Figure 1 is a figure showing the whole system configuration for transmitting an advertisement based on filtering.

Figure 2 is a block diagram showing a configuration according to a function of a service server in the system of transmitting an advertisement of the present invention.

Figure 3 is a flow chart showing processes of transmitting an advertisement based on filtering according to the present invention.

Figures 4a to 4c are flow charts showing combination constructions by a logic operation of advertisement filtering factors of the present invention.

Figure 5 is a flow chart showing a process of changing the filtering factor which is conducted after transmitting the filtered advertisement in the present invention.

* Explanation of reference numerals for principal parts in the drawings*
10 and 11: mobile terminal (MT1~MTn)
20 and 21: personal computer (PC1~PCn)
30: base transceiver station (BTS)
40: base station controller (BSC)
50: core network (CN)
60: service server
70 to 72: advertisement provider server (AP1~APn)

[Claims]

1. A method for transmitting an advertisement based on filtering comprises:
-   a first step of setting one or more filtering factors in advance;
-   a second step of setting a separate filtering condition for the specified user by combining one or more set filtering factors among the set filtering factors;
-   a third step of selecting an advertisement corresponding to the set filtering condition of the user among a plurality of collected advertisements;
-   a fourth step of transmitting the selected advertisement to a terminal of the user.

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